MEMORANDUM

DATE: OCTOBER 2, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: RESOLUTION ESTABLISHING AN ARLANDRIA ACTION PLAN ADVISORY GROUP


RECOMMENDATION: That City Council:

(1) Approve the resolution establishing an Arlandria Action Plan Advisory Group as discussed, below; and

(2) Authorize the City Manager to appoint the members of the Advisory Group (AG).

DISCUSSION: A Long-Term Vision and Action Plan for the Arlandria Neighborhood (Arlandria Plan) was approved by the City Council in June 2003. In order for the Plan to be successful it is critical to follow through with an implementation process that involves all stakeholders.

Advisory Group Mission and Composition

The AG will be responsible for making recommendations to staff and Council on neighborhood design elements such as streetscape and open space, funding priorities, and public improvement project phasing. It will initiate, with staff support, neighborhood-led improvements such as street-tree planting, façade improvements, and banners. In addition, the AG will be responsible for the development of an annual progress report.

The AG shall consist of no more than 25 members representing a diversity of neighborhood interests and appointed by the City Manager. The AG shall have the following representation:

- Hume Springs Citizens Association
- Arlandria Civic Association
- Lynhaven Civic Association
- Mount Jefferson Civic Association
- Lenox Place at Sunnyside
- Brighton Square Citizens Association
- Warwick Village Citizens Association
- North Ridge Citizens Association
- Chirilagua Co-op
- Tenants and Workers United
- Arlandria Neighborhood Health Services
- Four Mile Run Joint Task Force
- Community-serving organization
- Small Business owners
- Latino Business owner
- Commercial Property owners
- Presidential Greens property owner/manager
- Arts community representative
- Affordable Housing advocate
- ARHA representative
- At-large member(s)
- Ex-Officio member – Arlington County resident
- Ex-Officio member – Del Ray Business Association

**Staff Support:**
City staff will provide support to the AG through an interagency staff workgroup, led by staff of the Department of Planning and Zoning. The City Workgroup will be comprised of staff from other departments and offices including Department of Transportation & Environmental Services, Department of Recreation, Parks & Cultural Activities, Office of Housing, Alexandria Economic Development Partnership, Alexandria Small Business Development Corporation, the Alexandria Police Department as well as other departments on an as needed basis.

**Schedule:**
The adopted Work Program shows implementation of the Arlandria Plan beginning in December 2009. However, work on some implementation items has already begun and is continuing. It is anticipated that the group would meet at least once this year and a minimum of two times in the 2010 calendar year, or more as needed.

**FISCAL IMPACT:** Staff estimates a minimum of about 300 hours of City staff time will be needed annually to support the AG. Additional staff time could be necessary in the future as the pace of growth accelerates. The estimate consists of City staff time from the Department of Planning and Zoning, Department of Transportation & Environmental Services, Department of Recreation, Parks & Cultural Activities, and Office of Housing. Other City Agencies will be consulted and involved as well: Alexandria Economic Development Partnership, Small Business Development Center, and the Police Department.
ATTACHMENTS:
Attachment 1. Resolution
Attachment 2. Arlandria Plan Implementation Schedule

STAFF:
Mark Jinks, Deputy City Manager
Faroll Hamer, Director, Department of Planning and Zoning
James B. Spengler, Director, Recreation, Parks & Cultural Activities
Richard Baier, Director, Department of Transportation & Environmental Services
Karl Moritz, Deputy Director, Department of Planning and Zoning
Kathleen Beeton, Division Chief, Department of Planning and Zoning
RESOLUTION NO. ________

WHEREAS, the City Council adopted the Arlandria Plan (*A Long-Term Vision and Action Plan for Arlandria Neighborhood Plan*) in May 2003.

WHEREAS, the City Council approved the implementation of the Arlandria Plan as part of the Department of Planning and Zoning's FY2010 Work Program on June 9, 2009.

WHEREAS, the City Council will establish an Advisory Group to assist in the City's efforts to implement the Arlandria Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF ALEXANDRIA, VIRGINIA THAT:

1. There is hereby established an Arlandria Action Plan Advisory Group (AG).

2. The AG shall consist of no more than twenty-five (25) members representing a diverse range of community interests. The City Manager will appoint to the AG members with the following representation:

   - Hume Springs Citizens Association
   - Arlandria Civic Association
   - Lynhaven Civic Association
   - Mount Jefferson Civic Association
   - Lenox Place at Sunnyside
   - Brighton Square Citizens Association
   - Warwick Village Citizens Association
   - North Ridge Citizens Association
   - Chirilagua Co-op
   - Tenants and Workers United
   - Arlandria Neighborhood Health Services
   - Four Mile Run Joint Task Force
   - Community-serving organization
   - Small Business owners
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   - Commercial Property owners
   - Presidential Greens property owner/manager
   - Arts community representative
   - Affordable Housing advocate
   - ARHA representative
- At-large member(s)
- Ex-Officio member – Arlington County resident
- Ex-Officio member – Del Ray Business Association

2. The functions of the AG shall be to:

- Effectively represent the respective group that each member represents. Speak on behalf of the group’s interests. Communicate with and update the group on progress and activities of the AG;
- Advise City staff on the priority of public improvements that were identified and recommended in the Arlandria Plan, including possible leveraging of city-owned property to incentivize appropriate new development;
- Make recommendations on public improvements, such as streetscape design, park design and programming, and the design and placement of historical interpretive signs or markers; recognizing that some technical or code issues cannot be open to debate;
- Advise City staff regarding spending priorities and public improvement project phasing;
- Recommend specific criteria for types and locations of retail businesses to be recruited and possibly supported with loans or other incentives;
- Participate in the Four Mile Run Park planning process;
- Initiate neighborhood-led projects such as street tree planting, façade improvements, and banners, with staff support;
- Make recommendations regarding advisability of possible establishment of an Arts District and other public arts-related issues;
- Work with City staff to monitor on-going development and new uses;
- Liaise with the Code Compliance Group (lead by Office of Building & Fire Code Administration and Alexandria Police Department) on quality of life issues;
- Contribute to an annual “Status of Implementation” report to City Council.
- Host a periodic “Status of Implementation” public open house for the community; and
- Perform additional tasks relevant to the implementation of the Arlandria Plan.

3. Administrative and technical support to the AG will be provided by an interagency City workgroup comprised of staff from various City departments and offices as well as the Alexandria Economic Development Partnership, Alexandria Small Business Development Corporation, and the Alexandria Police Department. The City workgroup will be lead by staff of the Department of Planning and Zoning.
4. The AG shall endeavor to work with the City workgroup to develop the first “Status of Implementation” report for submission to City Council by late 2010.

Adopted: October 13, 2009

ATTEST:

Jackie M. Henderson, City Clerk

William D. Euille, Mayor
<table>
<thead>
<tr>
<th>Number</th>
<th>Plan</th>
<th>Priority</th>
<th>Work Area</th>
<th>Key Elements</th>
<th>Time Frame</th>
<th>Estimated Costs</th>
<th>Complete/On Schedule</th>
<th>Comments/Notes</th>
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*Schedule subject to change due to community priorities. This document is a draft project and the completion status of all projects is preliminary.*
### 5.0 RETAIL ENHANCEMENT

<table>
<thead>
<tr>
<th>5.1</th>
<th>Technical assistance - developing marketing/promotions organization</th>
<th>PALZ, AEDP</th>
<th>ONGOING</th>
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<tbody>
<tr>
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<td>Contact &amp; work with business owners</td>
<td>PALZ, AEDP</td>
<td>ONGOING</td>
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<td>5.1.2</td>
<td>Facilitate focus group of business owners</td>
<td>PALZ, AEDP</td>
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<td>5.2</td>
<td>Expand Business Improvement District</td>
<td>PALZ</td>
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<td>Investigate other mechanisms</td>
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<td>5.3</td>
<td>Safeway-Destination Site Redevelopment Work</td>
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<td>5.3.1</td>
<td>Work on pilot venture marketing</td>
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<td>5.4</td>
<td>Misc. Retail Enhancement</td>
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<td>5.4.1</td>
<td>Merchandising audit with businesses</td>
<td>SMOC, AEDP</td>
<td>FY 2004</td>
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<tr>
<td>5.4.2</td>
<td>Provide business plan assistance</td>
<td>SMOC, AEDP</td>
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<td>5.4.3</td>
<td>Provide SRA &amp; other financing info</td>
<td>SMOC, AEDP</td>
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<td>5.4.4</td>
<td>Provide info about business assistance programs</td>
<td>SMOC, AEDP</td>
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<td>5.4.5</td>
<td>Coordinate weekly events and festivities</td>
<td>SMOC, AEDP</td>
<td>FY 2004</td>
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<td>5.4.6</td>
<td>Assist with facade improvements</td>
<td>PALZ, SMOC, AEDP</td>
<td>FY 2004</td>
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<td>5.4.7</td>
<td>Establish business plan monitoring system</td>
<td>SMOC, AEDP</td>
<td>FY 2004</td>
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### 6.0 FUTURE PLANNING

| 6.1 | Four Mile Run Enhancements | | |
| 6.1.1 | Prioritize ways to enhance access | PALZ, RPCA | | |
| 6.1.2 | Consider acquiring property to enlarge park | PALZ, RPCA | COMPLETE | City purchased four commercial properties |
| 6.2 | Misc. Future planning | | |
| 6.3 | Tree planting with new improvements | TIES, RPCA, PALZ | FY 2004 | ONGOING |
| 6.4 | Encourage Preservation of historic buildings | PALZ, GHA | FY 2004 | ONGOING |
| 6.5 | Adjust footprint (boundary with FEMA) | TIES, PALZ | |

Schedule subject to change due to community priorities, the number of capital projects and the contributions arising at City projects for limited public funds.